

BURNS, MARLENE

From: Wisneski, Brenda
Sent: Monday, September 16, 2013 4:01 PM
To: Burns, Marlene
Subject: FW: The Hangars site/LUE Amendment Committee
Attachments: 2013-09-13 Hangars Ltr to City.pdf

Follow Up Flag: Follow up
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For distribution.

From: Carol McDermott [<mailto:carol@eallc1.com>]
Sent: Friday, September 13, 2013 3:40 PM
To: Selich, Edward; Wisneski, Brenda; Ramirez, Gregg; Brine, Tony
Cc: George Y. Ragheb
Subject: The Hangars site/LUE Amendment Committee

Dear Chairman Selich and staff: we very much appreciate the staff recommendation to the committee regarding The Hangars site and pledge to work with you on insuring the successful passage by the voters of this important LUE update. While I know the packet for the committee has gone out, I have also attached a letter indicating that we have hired a noted traffic consultant (Paul Wilkinson) to assist in reviewing the potential for reasonable and justified adjustments to the traffic model for the airport area. I am hopeful it can be distributed to the committee as well. Thank you for your collective efforts on this important issue. cmmc

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From: Stephanie Makhlof [<mailto:Stephanie@insiterealtyadvisors.com>]
Sent: Friday, September 13, 2013 3:32 PM
To: Carol McDermott
Subject: Hangars Letter

Stephanie Makhlof

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September 13, 2013

Mr. Ed Selich, Chairman
LUE Advisory Committee
Ms. Brenda Wisnewski, Deputy Director
Mr. Tony Brine, City Traffic Engineer
City of Newport Beach
100 Civic Center Drive
Newport Beach, C 92657

Re: Revised Proposal to allow The Hangars site to be included in the LUE Amendment

Dear Mr. Selich, Ms. Wisnewski and Mr. Brine:

We appreciate the staff recommendation to the LUE Committee to “revise the land use designation to CG by re-allocating “trips” available from the reductions of other properties in the City (with corresponding revision of the Anomaly table)” for The Hangars site on Birch between Dove and Quail.

Since the meeting held on September 9, 2013 with Brenda, Tony, Gregg Ramirez and Marlie Whiteman regarding The Hangars site, we have continued to consider how better to devise a land use proposal to allow for the local serving retail the Airport Area needs at this 16-acre site. While we have been requesting a change from CO-G to CG, we are also open to a Mixed Use designation, whether the MU-H2 as shown on surrounding property or a new MU category we might work with you to create.

Responding to unmet demand for retail in the airport area of the city, but needing to protect the existing office entitlement, we reviewed the current traffic model traffic generation factors to determine how to increase the entitlement while respecting the goal of traffic neutrality. We discovered that without amending the traffic model to better reflect the capture of existing trips in the area which can be expected to utilize the proposed retail, adding adequate retail development potential could not be traffic neutral. However, we also recognized that there are 10,000 s.f. of office allowed on the site but not built, which can be traded for capacity in the traffic system. Therefore allocating the unused trips from this site with saved trips from other reductions is a positive approach.



In addition, we are engaging the traffic consulting firm of LLG, Paul Wilkinson, to work with us on how the Model Trip Generation Rates might be refined to better address the conditions surrounding our site, recognizing how many trips currently leave the airport area mid-day due to a lack of locally serving retail. The findings from the study will not be available for a few weeks but we respectfully request committee support for keeping this property on the list of proposed amendments while we work with the consultant and the Staff to determine some creative way to determine more realistic traffic assumptions for this site. It continues to be our goal to retain the current office entitlement while adding the maximum retail to the site.

While we recognize this letter is late for the mailing to the Committee, we respectfully request the Committee's support for time to work with the staff and consultant to consider a revised proposal of both the amount of square footage for the site and the traffic assumptions that will support it. We thank you for your efforts to work with us to address this issue.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Carol McDermott', with a long horizontal flourish extending to the right.

Carol McDermott
Consultant

Cc: Gregg Ramirez
Marlie Whiteman